



A VISION FOR THE NEXT DECADE

NORFOLK 2010

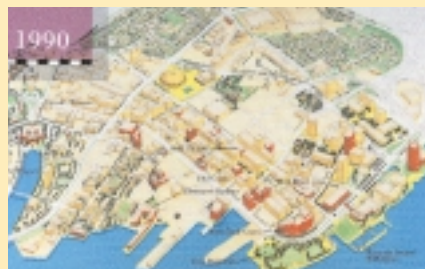
This plan for downtown Norfolk is a practical vision to carry the city forward to 2010. ⚓ It contains a set of policies and proposals for action that will generate the next wave of development. ⚓ It continues Norfolk's successful tradition of using physical planning as a primary tool for economic development. Synergy—using every project to create another—is the plan's driving force. Public investment will be used strategically to catalyze private development. Key projects will be placed that will build on current strengths and recent accomplishments. Large- and small-scale projects are coordinated with public investments to create urban spaces and districts. ⚓ The image of downtown will be given a new clarity with the completion of a system of boulevards and public open space. ⚓ The plan provides a framework for bringing together downtown's diversity, enabling it to most effectively play its role as the unique center of a dynamic region.

1980 | Downtown had been

cleared of blighted structures, new roads had been built, and the first new office and civic buildings in separate clusters around the new City Hall, on East Main Street, and along Brambleton Avenue at St. Paul's Boulevard had been developed. One development, a hotel, had been built on the vacant waterfront.

1990 | The Waterfront had become the most desirable address, with The Waterside and Town Point Park attracting visitors from all over the region and beyond. Office towers were built along the waterfront, and along Main Street. Freemason Harbor and Ghent were thriving as revitalized neighborhoods with a mix of new housing and restored historic houses.

2000 | Downtown was restored as the primary retail center in the region with the construction of MacArthur Center, carefully designed to reinforce the Granby Street District's mix of entertainment, specialty retail, arts, cultural, business, and emerging residential uses. The downtown campus of Tidewater Community College on Granby Street was completed with a mix of classroom, library, and performance spaces. Boush Street had become a residential address with new development linking Granby Street to Freemason Harbor. Harbor Park had extended downtown to the East Waterfront. New hotels and office buildings had reinforced the central core. Nauticus and the USS Wisconsin, together with The Waterside Conference Center, were enhancing Norfolk's role as a national destination. The Norfolk Electric Transit (NET) system was in place to link all major parking locations with the attractions and employment centers.



The aerial view shows downtown Norfolk as it can look in the year 2010.

The Waterfront has been completed as a civic and recreational amenity for the region. Town Point Park has an improved performance facility and the waterfront walkways and parks have been extended east of the Berkeley Bridge, past Harbor Park. The Waterfront is now connected to downtown with a series of "landings," which are public spaces extending the streets of the city to create waterfront addresses, including Main Street Landing at Nauticus, The Waterside Landing at the end of Martin's Lane, and St. Paul's Landing. Granby Street extends beyond Main Street as a pedestrian lane and crossing to Otter Berth.

The Lower Granby District has been completed with two new hotels and an expansion of the conference facilities connected to the Marriott through the Main Street Garage. New office buildings at the edge of the core on both Boush Street and St. Paul's Boulevard have ground-floor retail uses. The District's retail frontage is fully restored on all streets. Its urban village character, with a mix of residential, retail, entertainment, educational, cultural, and business uses, has made it the regional destination.

The city's "Housing First" Policy has resulted in 1200 new downtown residential units which provide both the stability of a neighborhood that has a 24-hour population and an attractive lifestyle. Some residential units are in restored historic buildings, others in new construction designed and located to link the

parts of downtown together. Both Boush Street and St. Paul's Boulevard have become residential addresses that provide human-scale entries to the business core. Charlotte Street and East Freemason Street have a rich mix of both commercial and civic uses.

New anchors to attract visitors are located to provide good access and to connect with the retail, cultural, and entertainment uses of downtown. A new arena is illustrated at the corner of Charlotte Street and Monticello Avenue, and new conference facilities are located on Main Street.

The Upper Granby District has been revitalized as a mixed-use district with specialty retail, residential, and office uses. Opera Square, a residential development around the Harrison Opera House, together with the

extension of Boush Street to the Opera House, and a new public space at Brambleton Boulevard and Boush, completes the link between Ghent and downtown.

Improvements to the Brambleton Boulevard Corridor—linking Norfolk State University developments at the eastern end and the redevelopment of the Brambleton South Area along Park Avenue—create opportunities for the revitalization of neighborhoods to the east. Thus, by completing the core area of downtown and extending revitalization north and east, the Norfolk 2010 Plan also sets the stage for additional new development, especially along the Monticello Avenue Corridor to the north and Atlantic City to the west.

FRAMEWORKS

This vision will be achieved with a coordinated program of public and private investment. To both stimulate and support this development, the plan calls for completing and expanding the frameworks that serve downtown and the region.

1. Street Network: An expanded system of boulevards (in red) includes a Charlotte/Wood/Church link; a new configuration of Park Avenue to create an eastern portal to downtown on the waterfront; and Boush Street has been extended to the Harrison Opera House. This system comprises tree-lined boulevards designed to provide a beautiful approach to downtown and to create prime addresses for development to enhance the areas around them.

2. Parking System: A series of parking structures have been added to the system of parking (in grey, linked by the NET in blue), with coordinated programs for directing

short-term parkers to available spaces. All structures have been integrated with mixed-use development, especially housing.

3. Transit: Downtown Norfolk has become a national model for integrated transit systems that include an inter-modal transfer facility serving a high-speed rail system (in purple), a regional light-rail system (in red) that links various destinations to downtown, an expanded NET system (in blue), inter-city and regional bus systems, and a ferry service that links Norfolk to Portsmouth (in white).

4. Parks and Trails: A continuous waterfront pedestrian and bikeway system has been completed. The Cannonball Trail (in orange) has been expanded to the north. New and improved parks include Town Point, Brambleton and Boush Park, a series of small-scale squares, and a grand esplanade linking the Harrison Opera House with the Chrysler Museum of Art.



1 Lower Granby District

2 Boush Street

3 The Charlotte, Wood, and Church Street Corridor

4 Upper Granby and Opera Square

5 East Waterfront

6 Brambleton Boulevard Corridor

7 Brambleton South Area (not on drawing)

8 St. Paul's Boulevard/Church Street Area

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2010

INITIATIVES NORFOLK 2010

The plan calls for a series of initiatives in which a number of individual developments are coordinated with public improvements to create complete environments that extend the public spaces of downtown.

1 LOWER GRANBY DISTRICT

New hotel, mixed-use, office, and retail development will extend this lively urban district to the Waterfront on the south and to Scope on the north.

- a. Federal Square Development—City Hall Avenue and Granby Street
- b. Hotel Conference Facilities—East Main Street
- c. Retail Infill—100 Block of Granby Street (see illustration)
- d. Granby Street Link to Otter Berth (see illustration)
- e. Waterside Landing, Town Point Park Improvements, and Marina Expansion (see illustration)
- f. St. Paul's Landing
- g. Office Building Sites in Downtown Core

2 BOUSH STREET

New residential development, combined with parking structures, will firmly establish Boush Street as an elegant residential address.

- h. Boush Street Garage and Mixed-Use Development (see illustration)
- i. Tazewell Street Developments
- j. Brambleton and Boush Park

3 THE CHARLOTTE, WOOD, AND CHURCH STREET CORRIDOR

By connecting Church Street across both Wood and Charlotte Streets to Boush Street, the downtown street network will provide alternate routes, and a new address will be created. The western portion will be primarily residential, while the central area will either extend the residential development east to St. Paul's Boulevard or create a continuous area of the large-scale public uses between Scope and MacArthur Center. New mixed-use, residential, and office structures line St. Paul's Boulevard and East Freemason Street.

- k. Triangle Place (see illustration)
- l. Federal Courthouse Expansion
- m. Scope Plaza Improvements
- n. Charlotte Street and Monticello Avenue Development Options (see illustrations)
- o. St. Paul's Place (see illustration)

4 UPPER GRANBY AND OPERA SQUARE

New developments along the Brambleton Boulevard frontage will be coordinated with a mix of renovated and new structures to reinforce this mixed-use area with high-tech-related businesses, antique and specialty shops, and residential and civic uses. New streetscapes will extend along both Granby Street and Boush Street to the Harrison Opera House and the Chrysler Museum of Art.

- p. Improvements and Streetscapes to Granby Street and Boush Street
- q. Brambleton Boulevard Corridor
- r. Mixed-Use District
- s. Opera Square (see illustration)

5 EAST WATERFRONT

Changes to the street pattern, light-rail transit, high-speed rail, and waterfront walkways and parks, together with new development of civic and mixed uses, will extend the waterfront beyond Harbor Park to Brambleton Boulevard and create both a new district and an entry to downtown.

- t. Waterfront Development Options (see illustrations)
- u. High-Speed Rail and Intermodal Transportation Facility
- v. Park Avenue Improvements



6 BRAMBLETON BOULEVARD CORRIDOR

An enhanced Brambleton Avenue will create revitalization opportunities for adjacent neighborhoods.

7 BRAMBLETON SOUTH AREA

New developments related to Norfolk State University can link the campus and the Broad Creek communities to the waterfront and to downtown.

8 ST. PAUL'S BOULEVARD / CHURCH STREET AREA

Both public and private developments should be coordinated in an inclusive process to revitalize this key area, and to provide better links between the core of downtown and neighborhoods to the east and north.